

UNFOLDING THE RISE OF
**CORPORATE
COMMUNICATIONS**

Zulhamri Abdullah • Zeti Azreen Ahmad • Nursafwah Tugiman



UNFOLDING THE RISE OF
**CORPORATE
COMMUNICATIONS**

An Asian Perspective

Unfolding the Rise of Corporate Communications: An Asian Perspective delves into how modern corporate communication strategies are transcending boundaries amid the digital transformation, presenting new challenges and opportunities for both academia and practitioners. The book also examines the impact of technology on corporate communication, including social media, email, and other digital channels. We also explore how Asian corporate communication strategies manage various issues and advocate for exemplary practices from a global viewpoint, taking into account challenges and case studies in swiftly developing nations.

This authoritative text offers a wide range of theoretical and empirical chapters on the alignment of contemporary organizations with various stakeholders. A central theme is the significance of authenticity and transparency in corporate communication. Today's consumers and stakeholders expect honesty and openness from the companies they engage with, making effective communication crucial for building trust and maintaining a positive reputation.

The book is crafted to be accessible to both students and professionals, featuring clear explanations and practical examples to illustrate key concepts. Whether you are a media or business student, a corporate communications professional, or simply interested in the role of communication in the modern business world, this book serves as an invaluable resource.

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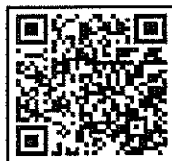
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